

Abstract

The subject of this thesis on the topic of *The marketing communication of touristic destination Trebic* is a description and analysis of communication activities of the City of Třebíč and other entities involved in the structure of tourism destination, such as national and regional tourism organizations and local providers of accommodation services. The aim was to map the marketing communication towards an audience of tourists from the region, the Czech Republic and abroad. While describing the various tools of communication mix, which are used for this purpose, the major emphasis was on the online communication. Besides the forms of communication, attention was paid to the content, especially unity, clarity and validity of the communicated information.